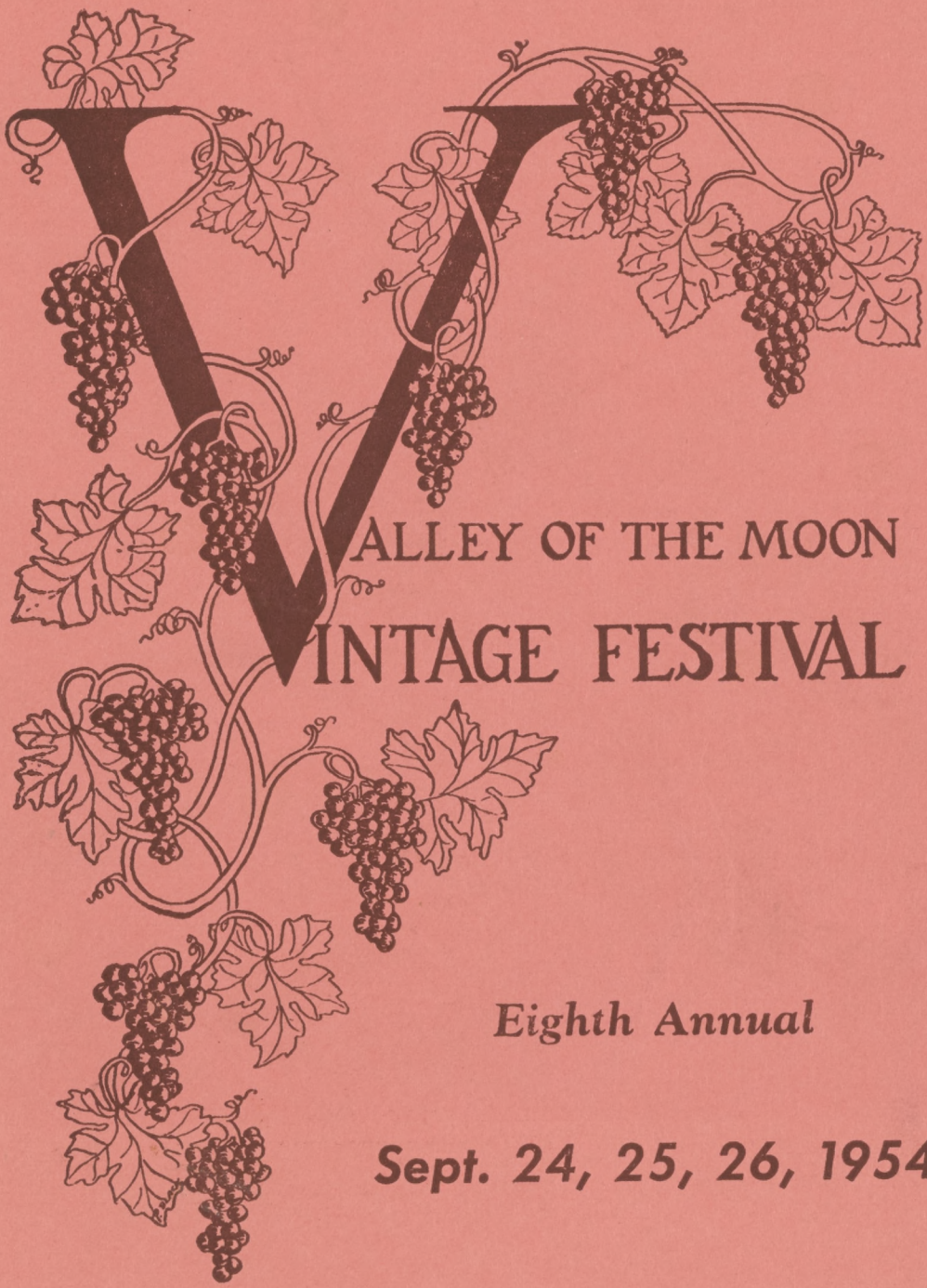

# VALLEY OF THE MOON VINTAGE FESTIVAL

*Eighth Annual*

**Sept. 24, 25, 26, 1954**

## SONOMA · CALIFORNIA ·

Price 15c

# City Paris

SAN MATEO SAN FRANCISCO VALLEJO

San Francisco's oldest department store sends greetings to

*Valley of the Moon*

## VINTAGE FESTIVAL

City of Paris extends to Sonoma residents a cordial invitation to visit its well-stocked cellars. Select from choicest wines and liquors in the world-famous

*Since 1850*

CITY PARIS

**VERDIER CELLARS**

*FINE WINES AND SPIRITS*

Paul Verdier

President

1850 1954

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.

*Presents*

*The Eighth Annual*

# *Vintage Festival*

*September 25, 26, 1954*

*Historic Sonoma Plaza*

*Sonoma, California*

whose time and energy have made the Festival possible.

MRS. JAMES H. WOLFE
President.



1998-11-13

# City Paris

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## Saturday

**11:00 a. m.** Blessing of the Grapes, according to tradition, by Franciscan Fathers.

**11:00 - 1:00** Chicken Loaf Luncheon at Congregational Church.

**2:30 p.m.** Festival Fablers Children's Pageant.

**3:00 p.m.** Pictures of the Past. Living pictures in authentic costumes.

**5:00 - 7:30 p.m.** Ham Dinner by Methodist church at Community Center.

**8:00 p.m.** Pageant, "The Seven Flags of California."

**9:00 p.m.** "Fiesta Frolic" dance sponsored by Veterans of Foreign Wars, Veterans Memorial Building.

*Both Days*

**In the Sonoma Plaza** - Booths
games); Window and Balcony
at Wineries.

**At the Community Center** - the
Exhibit; Art and Craft Exhibit
Special invitation to visit Valle

## Program

### Sunday

**1:00 p.m.** Children's Parade.

**1:00 - 5:30 p.m.** Folk Dancing - Fifty groups participating.

**2:30 p.m.** Festival Fablers Children's Pageant.

**3:00 p.m.** Pictures of the Past. Living pictures in authentic costumes.

**8:00 p.m.** Pageant, "The Seven Flags of California."

**7:30 - 11:00 p.m.** Folk Dancing, with outstanding Callers, Veterans Memorial Building.

- Booths for fun and food; Little Fiesta (children's booths and Balcony Displays; Wine Displays; Art in Action; Open House

enter - the Valley of the Moon Garden Club; Historical Society
t Exhibition.
visit Vallejo Home and Mission San Francisco Solano.

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MRS. JAMES H. WOLFE
President.



1998-11-13

City Paris

VALLEJO

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**Sonoma County**
**Produces**
**The Finest Wines**

**Sonoma County Wine Growers' Association**

President

1850 1954

# Forward

Welcome to the Eighth Annual Valley of the Moon Vintage Festival. Here in and around old Sonoma Plaza; the Community Center, and the local wineries you will find waiting for you fun, entertainment, interest and historical information.

Presented by the Board of Directors of the Valley of the Moon Vintage Festival Association, Inc., a non-profit organization, and assisted by the Sonoma Community Chorus, The Valley of the Moon Swingers, and many other local organizations and individuals, the Festival is unique in California. Its purpose is to emphasize to valley dwellers and visitors the historical importance of the Valley and to stimulate interest in the preservation of its lovely old buildings and landmarks, and to give thanks at harvest time, when the produce of our fertile valley is in the larders of market and home; when the grapevines—reproduction of Old World cuttings which made Sonoma Valley the birthplace of California viticulture—are heavy, and the bright leaves provide the color and beauty to be found only in the Valley of the Moon.

The Board of Directors welcomes you and thanks all those whose time and energy have made the Festival possible.

MRS. JAMES H. WOLFE
President.



1998-11-13

## *Good Places to Eat*

### SWISS HOTEL
Historical Landmark
**Italian Dinners - Cocktails**
**Sonoma**

### BEAR FLAG TEA ROOM
(Edna Compagno)
**Barracks Building 38 Spain St.**
**Sonoma : : Phone 2175**

### EL DORADO HOTEL
**Italian Dinners - Cocktails**
**Sonoma**

### ROZARIO'S
**Modern Hotel - Dining Room**
**Cocktail Lounge**
**El Verano Ph. Sonoma 2992**

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**Famous Italian Dinners**
**Lunch - Dinner - Cocktails**
**Vineburg**

### J. and J. CAFE
"Open 24 Hours"
**163 West Napa, Sonoma**

### PLAZA FOUNTAIN
**Quick Service**
Sebastiani Theatre Bldg.
**First Street East, Sonoma**

### DON'S FINE FOODS
**Quality Foods at Reasonable Prices**
**262 West Napa St., Sonoma**

## *Booths on the Midway*

Native Daughters
Hot Dogs, Cake and Coffee

Sonoma Valley High School P-TA
Hot Dogs, Soft Drinks

Blue Mountain Riders
Hamburgers and Soda

Rainbow Girls-Mother's Club
Terayaki

Sons of Italy
Spaghetti

Amity Society
Pie and Coffee

Garden Section, Women's Club
Cake and Coffee

St. Francis Solano Guild
Hamburgers

Camp Fire Girls
Sandwiches and Soft Drinks

## *Games*

American Legion
20-30 Club
Veterans of Foreign Wars
Chamber of Commerce
Lion's Club
American Legion Auxiliary
Kiwanis Club
The Rotary Club

## *Fun*

Explorer Scouts
Silhouettes

Mrs. Avis Kurtzweil
of the City of Paris

Mrs. Churchwhell
Wesley Circle
Hats With A Future
Hats a la cart

# Eighth Annual 1954

# *Valley of the Moon Vintage Festival*

## September 24, 25, 26

presented by

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN.

## *1954 Officers*

PRESIDENT, Mrs. James H. Wolfe — VICE-PRESIDENT, Charles E. Williams
SECRETARY, Mrs. Charles E. Cochran — TREASURER, Mr. George T. Magee
CORRESPONDING SECRETARY, Maytie E. Todd

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Mrs. C. M. Peterson
Mr. E. L. Richardson
Mr. Zan Stark, Jr.
Mrs. Clark Taylor

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Mr. George T. Magee — Mr. Neal Dodge — Mr. Charles E. Williams

### COMMITTEE CHAIRMEN

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Balcony Decorations — Mr. L. S. Simmons and Mrs. Neal Dodge
Children's Concessions — Mrs. Ray B. Noyes
Children's Theatre — Mrs. C. M. Peterson
Concessions — Mr. Charles E. Williams
Costume Ball — Mrs. Charles Pagani
Music — Mr. Laurence Dickey
Opening Ceremonies — Mr. Henri Maysonnave
Pageant — Mrs. Henry C. R. Akin
Parade — Mr. L. Pellandini (Sponsor Native Sons)
Pictures of the Past — Mrs. Neal Dodge
Plaza — Mrs. Neal Dodge
Plaza — Mr. E. L. Richardson
Publicity — Mrs. Jeanne Miller, Miss Alma Kahrs
Sound — Mr. Gilbert Mathis
Whiskerino — Dr. William Newman, C. H. Gibson, Jr.
Windows — Mrs. Clark Taylor

### OFFICIAL HOSTS AND HOSTESSES

Mr. and Mrs. R. R. (Dal) Emparan
Mr. and Mrs. W. L. Murphy
Mr. and Mrs. Arthur Baken
Mr. and Mrs. Gregory Jones
Mrs. Virgil Jorgensen

# Program of Events

## FRIDAY, September 24

Costume Ball 8:30 p. m. Little Switzerland.

Mr. David Bouverie, Master of Ceremonies.

## SATURDAY, September 25

**11:00 a. m.**

Official Opening Ceremonies.
(Near Bear Flag Monument).

Participating: Hilton Taylor, Mayor; James F. Lyttle, Chairman, Sonoma County Board of Supervisors; Students from the International House, University of California, and Sonoma County Winegrowers.

Master of Ceremonies: Henri Maysonnave.

## THE BLESSING OF THE GRAPES

by

PADRE ALFREDO BOEDDEKER, O. F. M.

In keeping with the traditions of the early Franciscan Padres

Choir and folk dancers, St. Francis Solano School under supervision of Mrs. Albert Ricci.

**11:30 a. m. 1:30 p. m.**

Chicken Loaf Luncheon, Congregational Church. Adults, $1.00; Children, 75c.

**2:30 p. m.**

Children's Pageant, "The Treasure Hunt." (Southwest corner of Plaza).

**3:00 p. m.**

"Pictures of the Past," Open Air Theatre.

**5:00 to 7:30 p. m.**

Baked Ham Patio Dinner, Methodist Church. Adults, $1.50; Children under 12, 75c.

**8:00 p. m.**

Pageant, "The Seven Flags of California." (North side of Plaza).

**9:00 p. m.**

"Fiesta Frolic," dance sponsored by Veterans of Foreign Wars, Veterans' Memorial Building. Admission $1.00.

## SUNDAY, September 26

**1:00 p. m.**

Children's Parade, Line of March from Community Center on Napa Street to First Street East and around the Plaza.

**1:00 to 5:00 p. m.**

Fifth Annual Folk Dance Festival. (Northeast corner of Plaza).

**2:30 p. m.**

Children's Pageant, "The Treasure Hunt." Southwest corner of Plaza.

**3:00 p. m.**

"Pictures of the Past," Open Air Theatre.

**1:00 to 4:00 p. m.**

Old Timers' Reunion, Southeast corner of Plaza—opposite Simmons' Drug Store. Mr. L. S. Simmons, Chairman.

**4:30 p. m.**

Judging of Whiskerino Contest. Open Air Theatre in Plaza.

**8:00 p. m.**

Pageant, "The Seven Flags of California," North side of Plaza.

**8:00 to 11:00 p. m.**

Folk Dancing Exhibition, Veterans' Memorial Building. (No admission).

## PROGRAM (Continued)

**BOTH DAYS**

**10:00 a. m. to 9:00 p. m.**

Booths in Plaza.

Window Displays.

Wine Display at Vintage Festival Headquarters.

Balcony Displays.

Open Air Art Exhibit, Ruggles Store and Garden. (First Street West).

### At the Community Center

Art and Craft Exhibition.

Historical Society Exhibit.

Flower Show—by the Valley of the Moon Garden Club.

**10:00 a. m. to 5:00 p. m.**

Vallejo Home and The Mission San Francisco Solano open. (The Mission contains a collection of paintings of all the Missions in the State by Chris Jorgensen).

Nursery School—Northeast side of Plaza.

**12:00 to 5:00 p. m.**

The Little Festival, West side of Plaza.

**1:00 to 5:00 p. m.**

Open House at Wineries—Buena Vista Vineyards, Castler Cellars and Sebastiani Wineries.

**2:30 to 5:30 p. m.**

"Art in Action"—Ida Day Degen, distinguished sculptress, and Walter Degen, portrait painter. Ruggles' garden.

## *Nursery School*

for children up to 6 years. Under auspices of Valley of the Moon Co-op Nursery School, Northwest portion Plaza. Attractive setting, enclosed with strong wire fence. Nursery school equipment. Competent personnel. Fee.


# Sonoma County produces The Finest Wines

The history of wine-growing in the Valley of the Moon marks its beginning with the founding of the Mission San Francisco Solano de Sonoma by Padre Jose Altimira, and the planting there in 1824 of cuttings from vines brought from lower California by Fr. Junipero Serra. Today, a century and a quarter later, 13,625 acres of the finest varieties of wine grapes, valued at 16 million dollars, pay the farmer 2 million for his crop and employ approximately 2300 workers the year round in the production of 5 million dollars worth of wine.

**Sonoma County Wine Growers Association**

# Program Notes

## The Festival Fablers

Festival Fablers designate a group of young valley residents interested in theatre for children. They have been responsible for the children's pageant, and other local plays for a number of years. Composed mostly of young mothers, they are well aware of child psychology, and build their plays accordingly, which undoubtedly accounts for their success.

The Committee in charge of the production of "The Treasure Chest" includes—Mrs. C. M. Peterson, Mrs. Clark Taylor, Mrs. William Agnew, Miss Valarie Valente, Mrs. Lucy Ricci, Miss Yvonne Johnson and Mrs. Ann Ruggles Johnson.

The Cast is as follows:

NARRATOR: Mrs. Jack Thayer

### "The Treasure Hunt"

**CAST:**

AMERICAN CHILDREN

| | |
|---|---|
| Karen Peterson | David Mikita |
| Melody Pappas | Carol Olsen |
| Bill Lynch | Billy Craven |
| Ronnie Mikita | Lorraine Taylor |
| Karen Lathan | Karen Hahn |

Nancy Kruger

RAG DOLL

Wendy Agnew (Sat. Performance)
Jackie Newman (Sun. Performance)

MEXICAN

| | |
|---|---|
| Mike Cramer | Roberta Tibbetts |
| Sharon Olson | Alessa Allen |
| Christine Craven | Carol Fulfer |

RUSSIAN DANCERS

| | |
|---|---|
| Ronnie Wrobel | Dennis Ricci |
| Bill Wrobel | Dale Ricci |
| Roger Young | Gary Massa |
| Bob Picetti | David Browning |

SPANISH DANCERS

| | |
|---|---|
| Carol Taylor | Leslie Young |
| Penny Johnson | Nancy Montaldo |

Patsy Hahn

ENGLISH CHILDREN

| | |
|---|---|
| Stephanie Agnew | Bill Taylor |
| Charles McGrath | Bobbie Craven |
| Johnny Craven | Laurie Hansen |

Francie Richardson

CALLICO THE BURRO

Suzanne Richardson and Sandy Agnew

## The Little Festival

The Little Festival is sponsored by the Mothers' Club of the Trinity Episcopal Church, Mrs. Towle Bundschu, President. Mrs. Ray B. Noyes is Coordinator of Children's Festival activities.

The booths are built child size, and are comfortable for them to use. The festivities include:

Fishawish, Home Run, Downaclown, Toy Joy, Lucky Lotto, Dart Game, Winafin and Pony Parade.

Ponies for short rides are available.

## The Pageant

Author of the Pageant, "The Seven Flags of California," is Ruth Wallace Akin. She and her husband, Col. Henry C. R. Akin, U. S. A. (retired) are both students of California history, especially as it relates to the Valley of the Moon. Their home is in Kenwood. A complete copy of Pageant will be found in back of program.

Mr. Ferde Grofe, Jr., Director of the Pageant, is the son of the distinguished American composer of the Grand Canyon Suite and other famous works. Mr. Grofe has had unusual experience in the field of television, radio and theatrical production. He is presently directing and producing the Sonoma Players, which has just finished a successful summer season in Sonoma, and will open the Fall and Winter season in October.

Sonoma players participating in the Pageant are Bill Croall as Bacchus; Jerry Davis as the Indian Chief and Padre Altimira; Bill Grant, Commander Kuskof and Sir Francis Drake; Mary Lnn Carr, Mrs. Sears; Valerie Valente, Epifania Frisbee; and Mr. Grofe, General Vallejo.

**CAST**

Vallejo, Mr. R. R. (Dal) Emparan; Mrs. Vallejo, Cecilia Shegog; Leanna Johnson, Pioneer Woman; Pamdal Dixon, Nancy Harman, Lilian Jones and Janet Peart, Bacchus's handmaidens; Herman Ballert, Sailor and Cowboy.

## Sonoma Community Chorus

The Chorus is an institution of long standing in Sonoma, but under a different name. Since its re-organization, it has presented several concerts. Its objective is to bring good choral music to Sonoma. Following are its present members, but new members are always welcome:

**Ensemble**

Sopranos: Evelyn Gregory, Antonia Hansen, Ruth Harris, Patricia Miller, Mary Margaret Nightingale, Adelaide Sauerbrey, Myra Tyler, Dorothy Wassenaar.

Altos: Peggy Dunbar, Evelyn Ashworth, Peggy Ray, Ruthmary Thomas, Marlene Quartucci, Betty Trout, Lael Skeffington, Mary Dutton.

Tenors: Ernest Ashworth, Lawrence Dunbar.

Basses: George Angove, Laurence Dickey, Gene Moretton, Daniel Ruggles.

Director: Owen Thomas.

June Bean, accompanist.

## Valley of the Moon Swingers

The Valley of the Moon Swingers was organized in April 1948 by a group in this area who were interested in this new and fast growing pastime. Folk dancing was greatly assisted by the Adult Education Program and in various ways it attracted many other people to the folk dance movement. The membership was small at first, however, the club is very active now and is engaged in many activities. Membership in the club is open and new members are always welcomed and are helped in learning the dances.

Regular parties are hosted by the Swingers on the first Saturday of each month at the Veterans' Memorial Building. Many visitors and dancers from near and far are attracted by the informal gaiety at these parties.

Each year, the Swingers participate in the Vintage Festival Pageant and they also put on annual Folk Dance Festival which is being held in the Plaza on Sunday afternoon. Evening dancing, exhibitions and American Squares will be at the Veterans' Memorial Building, starting at 8:00 p. m.

Officers of the organization are:

President.....Jack Browning
Vice-President.....Jesse Johnston
Secretary.....Lucy Ricci
Treasurer.....Mary Rita Browning

Persons dancing in the Pageant of the Seven Flags are:

CALIFORNIA VALS JOTA

**Early California Dance**

| | |
|---|---|
| Herbert Klassen | Tom Nevin |
| Magrita Klassen | Ida Nevin |
| Verne Hall | George Gray |
| Irene Hall | Rachelle Gray |
| Wendell Schaal | James Braly |
| June Schaal | Betty Braly |
| Harley McDonald | Jack Browning |
| Kathaleen Smith | Mary Browning |

MEXICAN HAT DANCE

Albert and Lucy Ricci

KOHANOTCHKA

**Russian Dance**

| | |
|---|---|
| Barney Shipnuck | Harley McDonald |
| Ethel Shipnuck | Antoinette Mazoue |
| Herbert Klassen | James Braly |
| Magrita Klassen | Betty Braly |
| Wendell Schaal | Tom Nevin |
| June Schaal | Ida Nevin |
| Verne Hall | Bobby Picetti |
| Irene Hall | Barbara Riebli |
| Jack Browning | Cecil Ritz |
| Mary Browning | Sandra Turner |

The flags used in the Seven Flags Displays on the balconies were made and assembled by Mrs. Neal Dodge.

The following committee contacted the merchants and other business houses sponsoring the program:

Mrs. John A. Cooper
Mrs. Fred Houser
Mrs. Alfred St. Germain
Mrs. E. W. Scott
Mrs. Arthur Stewart
Mrs. Ed Voss

Mrs. C. L. Barnes staffed the Vintage Festival Office, and Mrs. Charles E. Cochran the Vintage Festival Booth in the Plaza.

The organ being used at the Blessing of the Grapes, the Pageant and for incidental music is a Connsonata, manufactured by C. G. Conn., Ltd., and known as America's finest Electronic Organ.

It is furnished by courtesy of Gordon Dixon, 1934 East Haven Drive, Santa Rosa. Mr. Dixon is the local representative of the company in this area.

# *Program of the Fifth Annual Folk Dance Festival*

sponsored by

## The Valley of the Moon Swingers

**Box 831, Sonoma, California**

**SUNDAY AFTERNOON—PLAZA—1:00 p. m. to 5:00 p. m.**

1. Waltz of the Bells
2. At the Inn
3. Oklahoma Mixer
4. Square Tango
5. Scandinavin Polka
6. Kohanotchka
7. Laces and Graces
8. Boston Two Step
9. Fascination Tango
10. Cabalito Blanco

**Squares**

11. Vienna Two Step
12. Corrido
13. Tango Por Que
14. Mexican Schottische
15. Rio Rimbo
16. Grand Square
17. Elizabeth Quadrille
18. Skaters Waltz
19. Schuplattler
20. La Chulita

EXHIBITIONS

21. Marklander
22. To Tur
23. International Waltz
24. Hambo
25. Zillertaler Leandler
26. Russian Peasant Dance
27. Altai Polka
28. La Russe
29. Dutch Foursome
30. Royal Empress Tango

**Squares**

31. Mexican Mixer Schottische
32. Missouri Waltz
33. Bruder Lustig
34. Lola Tango
35. Hopak
36. Milanova Kolo
37. Eva Three Step
38. Fandango Espana
39. Meitchi Putz Di
40. Ranchara
41. Blue Pacific

**Square Dance Callers**

| | |
|---|---|
| Stanley Valentine | Leonard Murphy |
| Peg Allmond | Charlie Bassett |
| Bill Clinton | Lee Mathis |

**Folk Dance Exhibition Groups**

Oakland Recreation Dance Arts
Director: Millie von Konsky

Hanna Boys' Center
Director: Lucy Ricci

Chang's International Folk Dancers
Director: Jack Mathison

Scottish Highland Dancers
Music: Victor Biswell, piper
Director: Howard Bell

**EVENING PROGRAM—Veterans' Memorial Building—8:00 p. m. to 10:30 p. m.**

1. St. Bernard Waltz
2. Spinning Waltz
3. Russian Peasant Dance
4. Meitchi Putz Di
5. Scandinavian Polka
6. Dutch Foursome
7. Amanor Waltz
8. Capri
9. Corrido
10. Maxixe

**Squares**

11. Senftenberger
12. Korobushka
13. Beautiful Ohio Waltz
14. Italian Quadrille
15. Schudile bux

16. Canadian Barn Dance
17. Hambo
18. Tango Por Que
19. Bavarian Laendler
20. Rio Rimba

**Squares**

EXHIBITIONS

21. Black Hawk Waltz
22. La Joaquinita
23. Steiregger
24. Bruder Lusting
25. Schuplattler
26. Ranchera
27. Tujak
28. Swedish Waltz
29. Marklander
30. Mexican Waltz

## PICTURES OF THE PAST

"Pictures of the Past," the original show produced and directed by Mrs. Neal Dodge is one of the outstanding features of the Vintage Festival. With "Grandma" telling the story of interesting episodes and persons of yesteryear to her grandchild, the pages of the old photographic album are turned. Living models illustrate the stories. Many of the models are descendants of the persons they represent, and wear the original gowns of the period.

Mrs. Dodge is assisted by a Committee consisting of Mrs. Ray Nixon, Mrs. Arthur M. Schader, Co-Chairmen, assisted by Mesdames Louis Fassio, Dale Farrell, Henry Schukler, Alex Marshall, Gilbert Mathis, Lowell Oliver, August Sebastiani, R. P. Salmon, A. Bianchini and Hazel Brandt.

The original quartet with the first show, coming from all parts of the Globe says Mrs. Dodge, are Jack Loomis, Dean Mathews, Bert Borstead and Toni Hageland. The accompanist is Dorothy Sneed.

## THE FLOWER SHOW
**(Community Center)**

The Flower Show, put on by the Valley of the Moon Garden Club, and which leaped to prominence with its first showing in 1953, has Mr. B. E. Weller as General Chairman. It will feature ferns, begonias and fuchias. It will have a theme "An Artist's Dream," which will be developed by Mrs. Ray Tynan. Other Committee Chairmen are Flower Arrangements, Mrs. Harriet Rubke, Driftwood Table, Mrs. David King; Flowers in Antique Containers, Mrs. B. E. Weller; Door Prizes, etc., Mrs. Ed Voss; Plant Table, Mrs. Ruth James, and Specimen Flowers, Mrs. John Looney.

## THE ART SHOW

The Art Show is divided in two parts—an Open Air Show in the Garden next to Ruggles' Store, and an Art and Craft Exhibition in the Auditorium of the Community Center. The Open Air Show will display paintings of Sonoma County artists from 10:00 a. m. to 8:00 p. m. and from 2:30 to 5:30 p. m. "Art in Action," with the distinguished sculptress Ida Day Degen and Walter Degen, portrait painter, participating, will take place in the garden.

At the Community Center, the same Sonoma County Artists will be represented, together with crafts and hobbies.

Mrs. Ann Ruggles Johnson is chairman of the Art Show. She is being assisted by Marian Brackenridge, and other artists.


*1954*

*Wine Awards*

**Won by**

*Buena Vista*

*Vineyards*

**THE HARASZTHY CELLARS**

**Sonoma, California**

**GOLD MEDAL . . CHABLIS**
**Los Angeles County Fair**
Also holds Gold Medal from California State Fair, 1951

**GOLD MEDAL . ZINFANDEL**
**California State Fair**
This wine introduced to the world from this winery in 1862

**GOLD MEDAL . TRAMINER**
**Los Angeles County Fair**
Second consecutive Gold Medal

**GOLD MEDAL . SYLVANER**
**Los Angeles County Fair**
Third consecutive Gold Medal

**DOUBLE AWARD . . . . . VINE BROOK**
Bronze Medal for Rhine Wines, both Fairs

**OTHER MEDALS . . . .**

**CABNERNET SAUVIGNON . . . . . BRONZE**
**California State Fair**

**WHITE RIESLING . BRONZE**
**Los Angeles County Fair**

This Program Printed by . . .

**Sonoma Index-Tribune**

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### WHISKERINO CONTEST

The largest response yet to the Whiskerino Contest was received this year. Over sixty hirsute adornments are to be judged, and the winners presented with prizes—and what prizes! Dr. William Newman is Chairman, ably assisted by C. H. Gibson, Jr.

### THE GRAND COSTUME BALL

The Grand Costume Ball, now a permanent feature initiating the festivities of the Festival, is Co-Chaired by Mrs. Charles Pagani, Mrs. Arthur Baken and Mrs. E. L. Richardson, assisted by Mrs. Howard Ferris as ticket chairman, and a host of local good cooks. Cooking for four hundred! Nothing to it when Mrs. Arthur Baken plans the menu, and measures out the quantities. She chews a lot of pencils, but things come out right after she has finished figuring.

### THE CHILDREN'S PARADE

The Children's Parade is sponsored by the Native Sons, with Mr. Louis Pellandini as chairman in charge of arrangements. Cash awards will be given for the best entry in several different categories.

Judges are Mr. Keith Macdonald, Recreational Director, City of Vallejo; Eric Engman of San Francisco, Dr. Wm. L. Hahn of Berkeley, and Joan McGrath, member Sonoma City Council.

### *"Let's Folk Dance"*

A regular 55 minute Public Service Radio Program of folk and square dance music heard over station KAFP, 1940 on the dial, every Sunday night starting at 9:05, will be broadcast direct from the stage of the Sonoma Veterans' Memorial Building. Sam Smoot, from Petaluma will be on hand to do the usual announcing for this broadcast which is sponsored by the Valley of the Moon Vintage Festival.

# "The Seven Flags of California"

by

RUTH WALLACE AKIN

**PRINCIPAL CHARACTERS**

Bacchus, Narrator
Indian Chief
Sir Francis Drake
Padre Jose Altimira
Commander Kuskof
General Mariano Vallejo
Mrs. Sears
Epifania Frisbie

**BACCHUS:**

Good friends, my name is Bacchus, known to you as god of wine.
Sometimes, you think, a trifle flushed and boisterous in my mirth,
But kindly change this naughty reputation, falsely mine,
For not alone the grape, but all the produce of this earth
Of ours, and every gift of nature: all the growing things,
Grain and grass and berry—fruit or shrub and tree,
Every little creature—with legs or fins or wings—
In Grecian myth, were placed beneath my genial soverignty.
Hence it is my privilege, my own peculiar right,
To act as host to all of you who sojourn in our vale
At vintage time, and bid you welcome on this gala night.
My garland's straight; my thyrsus high, so let's begin our tale!

Around us lies our well-beloved Valley of the Moon
Which rests serenely cradled in the warm encircling arms
Of mother hills upon whose slopes the wind-plucked oak trees croon
A soothing lullaby. It is a place of many charms:
A gracious land of wooded glens, meadows, pastures, streams;
Of grapevines sprawling in the sunshine weighed with their rare
And fragrant fruit; of flower gardens pictured first in dreams;
A place of herds and flocks, of orchards, bountiful and fair.

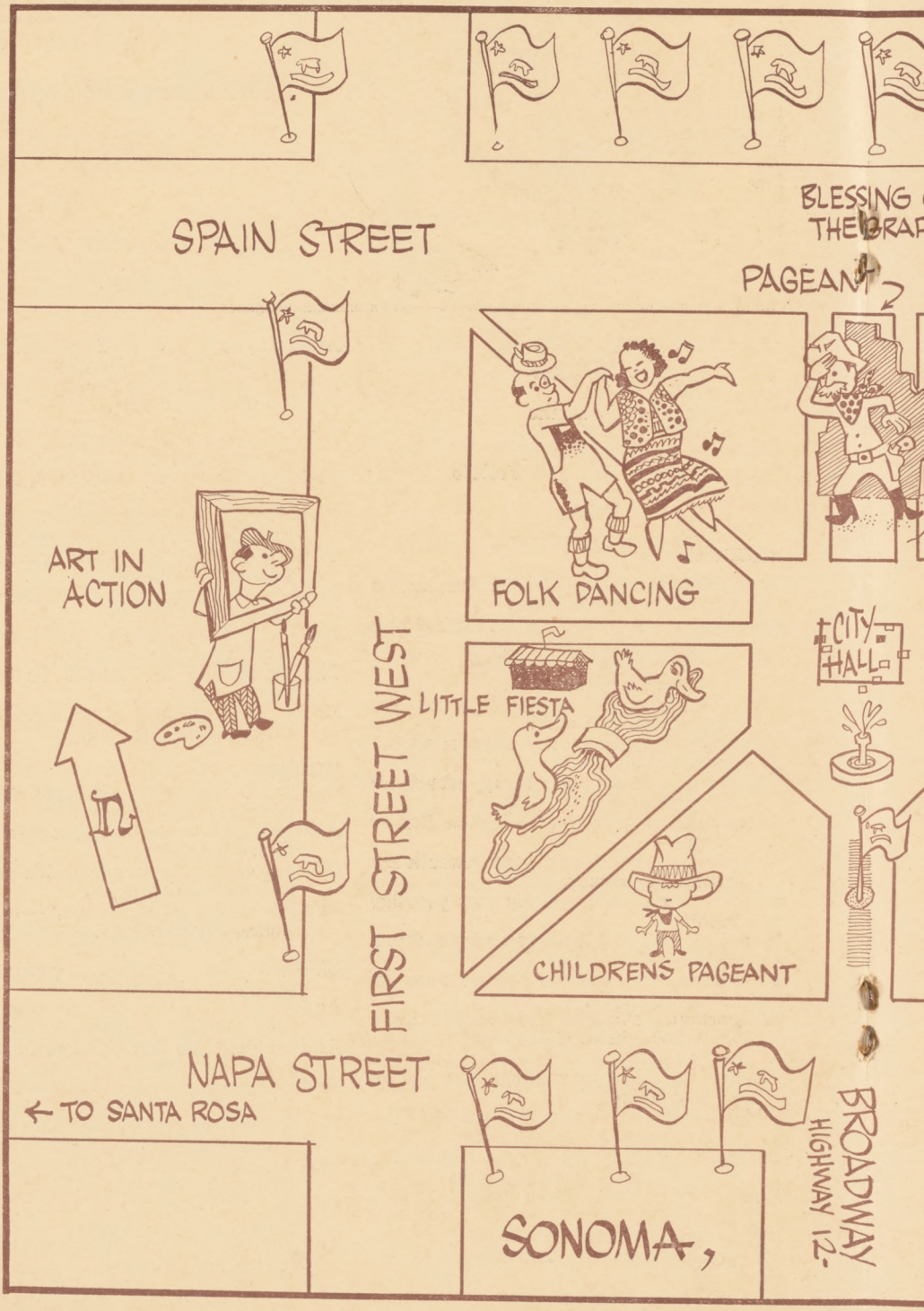
But let us, now, together, seek her fascinating lore,
And waft ourselves, enchanted, from this hour wherein we stand
Tonight, to other long-gone days and scenes played out once more
Of each of seven flags that waved above this cherished land.
But ere a flag had ever flown, nor conquering foot had trod
This soil, the hills resounded with the laughing shouts of men;
The Pomo and the Miwok Indian, like pagan god,
Lived joyfully beside each stream in every sheltering glen.

**INDIAN:**

And we it was who wondered first that winter moon could rise
And set and seem to rise again behind the serrate ridge
Of mountains, seven times. We gazed in awe at evening skies.
"Valley of the Many Moons,"—to give it name, our privilege.

Children, we, of nature, gentle giants blessed with health
And strength and peace, we roamed the hills beneath the summer's sun,
And laughed and loved and gathered food to be our garnered wealth,
And made our beds beneath the stars when each good day was done.
The Valley of the Moon gave lavishly of food to eat.
The friendly oaks spread acorns inches deep upon the ground
To give us bread, while honey, berries, clover, made it sweet,
And captive fires in earthen ovens baked it rich and browned.

(Continued on page 14)


SPAIN STREET
BLESSING
THE
PAGEANT
FOLK DANCING
ART IN
ACTION
FIRST STREET WEST
LITTLE FIESTA
CITY
HALL
CHILDRENS PAGEANT
NAPA STREET
← TO SANTA ROSA
SONOMA,
BROADWAY
HIGHWAY 12

LESSING OF
THE GRAPES
BEAR FLAG MONUMENT
OPEN AIR
THEATRE
PICTURES
OF THE
PAST
VINTAGE
FESTIVAL
OFFICE
8TH ANNUAL
VINTAGE
FESTIVAL
SEPT. 24-25-26
1954
CITY
HALL
LIBRARY
ROSE
GARDEN
BOOTHS
FIRST STREET EAST
THIS WAY TO COMMUNITY
CENTER FLOWER SHOW
ART SHOW HISTORICAL SOCIETY
BROADWAY
CALIFORNIA
BY DOUG BUNDOCK

# Italian Swiss Colony

**Famous California WINES**

**Enjoy a Friendly Visit To Our Winery**

**ASTI**

**Sonoma County, Calif.**

In every stream and brook that threaded
downward through the trees,
In every watercourse and inlet of the
wide-armed bay,
The salmon leapt—shimmering trout—
waterfowl and geese
Abounded. Never lacked we bounty for a
single day.
We trapped our fish and fowl within a
cunning woven snare.
With bows of oak and dogwood braced
with sinews of the deer,
We slew with flint-tipped arrows, elk and
antelope and bear,
And smoked and stored the summer's
game against the waning year.
Because we did not kill in wanton cruelty,
nor for
The sport of killing, never did our valley
cease to team
With game. We did not poach upon our
neighbor's village, nor
Ever glean upon his land, nor fish within
his streams.
We builded rush-lined huts on higher
ground for winter days
And stormy nights in sheltered groves
of trees and found it good.
In autumn, grateful for the bounteous
life, we offered praise
For summer's joys, for health and peace,
and plenteous winter food.
We had no idols, totums—no fetishes,
nor gods.
We only knew that fire when wisely used
was good and clean,
So threw as tokens of our wealth; grasses,
acorns, pods,
Meat, and fish, and fowl, and all the
bounties we had seen,
Upon a leaping flame, a simple form of
sacrifice,
And watched with thankfulness their
smoke ascending to the skies.

**BACCHUS:**

For countless generations here these
simple people led
Their happy lives; were born and died in
these idyllic bowers.
But hark! For now at first they hear the
sudden heavy tread
Of foreign feet and learn at last the
greed of foreign powers.

**SIR FRANCIS DRAKE:**

My name is Drake. You have heard of me.
Plain Captain Drake, the sailor, until she,
(Queen Bess, that is)
Decided that my exploits for her crown
Deserved a knighthood, honor, and
renown.
So please, Sir Francis Drake, 'though
Spaniards sneer

(Continued on next page)

And claim I was a common bucaneer
Looting and plundering many a man o'war
I'll tell you how I came upon this shore.

T'was in the year of fifteen seventy nine.
I sailed a vessel called the **Golden Hind**
Around Cape Horn to see what I could find
To claim as colony for England's queen.
We'd dodged the Spaniards skilfully, then seen
Our hull was leaking, so we took to cover
Between some cliffs that looked to us like Dover.
We called the place New Albion because
Of England. It seemed a likely place to pause
And set about the business of repairs.
So Fletcher, (he's our chaplain) offered prayers.
We thought ourselves quite safe when suddenly,
Emerging from behind each rock and tree,
Came savages—enormous—decked in skins
With powerful bodies, naked arms and limbs.
We waited, fearful, doubting their intent.
They motioned, but we knew not what they meant.
We all prepared to meet untimely ends,
Then sensed they really wanted to be friends.
The crew and I were giddy with relief
When forward came the one who was their chief.
He wore a crown of eagle feathers and
A carven scepter clasped within his hand.
He lifted up the crown for all to see
And bowing deeply, handed it to me,
Then placed it on my low unwilling head
While I attempted to conceal my dread.
The chief then made a long impassioned speech,
Gesticulated, still we could not reach
An understanding, so in hopes to calm
The savages, we thought to sing a psalm,
Since music is a universal tongue,
And ne'er more fervently has hymn been sung.

**MALE CHORUS DRESSED AS SAILORS SING CENTURY CHURCH OF ENGLAND HYMN**

**BACCHUS:**

And so for weeks, they tarried,
Evermore befriended by the natives of this shore.
Good Chaplain Fletcher wrote their annals down
To prove the story back in Plymouthtown.
At last the Golden Hind was fit to sail
Seaworthy once again for any gale.

(Continued on next page)

**The Napa and Sonoma Wine Company**

**CASTLER CELLARS**

**Sonoma**

**Cordially invites you to visit its unusual and picturesque tunnel tasting room**

**From Sonoma Plaza drive East on Napa Street about one mile. Then follow Castler Cellar signs.**

**Paul Rossigneux**

President & Cellar-Master

**Distinguished Wines**

**From the Upland Vineyards of**

# LOUIS MARTINI

*Located in the*

*Valley of the Moon*

**Winery at**

**ST. HELENA**

California

**PAGEANT SCRIPT (Continued)**

And since a Royal Commission Drake could boast,
He placed a brazen plaque upon a post
Informing all by whom it might be seen
That this fair land belonged unto his queen.
There may be some among you who may doubt
Sir Francis Drake's accounting of this bout
With Indians who didn't know Queen Bess,
Nor that he'd claimed the land for her, no less.
Nor it is likely that they ever knew
That England's was the flag these strangers flew.
And now a second banner in the line
Is put in place. Seventeen sixty-nine,
The year when first we hear of Spain's ambitions
To found a trail of good Franciscan missions.
I now shall introduce, since you inquire.
**Jose' de Altimira, Spanish friar.**

**PADRE ALTIMIRA:**

May God the Father bless and keep you all, my well-beloved children.
I wear the girdled homespun robe, the sandals, and the staff,
**That mark the humble brotherhood of all** Franciscan friars,
Of men who choose to share the cup that Christ preferred to quaff.
As Padre Altamira, of the Order of St. Francis,
**I took my vows of peverty and counted it no less**
**To give my life in service of Jesus Christ** our Saviour,
**And teach His heathen children how He** died upon the Cross.
But underneath this garment of humility and service,
There beats my heart with ever-fervent loyalty for Spain;
**For Altimira is a Spaniard,** born and bred, and some day,
Who knows? my longing eyes may look upon her shores again.

Long my country dreamed of building up a mighty empire;
To teach the native Indians who held this wilderness
The word of God, and how to work to earn a better living.
We Spaniards thought they could not, then be satisfied with less.
Accordingly, in seventeen sixty-nine, good Father Serra
Began the forging of the links to make a golden chain

(Continued on next page)

Of missions up the western coast of Alta California,
Claiming the heathens, souls for God, and all the land for Spain.
And so from San Diego to this Valley, there are many:
Lovely Capistrano—San Fernando Rey;
Santa Barbara, San Miguel, Jose' de Guadalupe,
Separated by the distance of a walking day.
Some Fifty years ago, he planted first the glorious banner
Of Christ, as well as that of Spain upon this heathen soil,
And none disputes the truth that it was these, the Spanish padres,
Who civilized the wilderness with fervent faith and toil.
Each mission site was chosen for its climate, soil and water,
The neophytes were taught to build the modern Spanish way,
To fashion tiles, to channel streams, to fell and rive the timber,
To weave, to plow the fields, to herd the flocks, and to obey.

I came from Spain but lately, and some have said too fiery
To take my proper place at San Francisco de Asis,
(Dolores, as we call it), so Arguello and the padres
Combined to give their blessings and to grant my eager pleas
To brave the northern wilderness and preach the gospel further,
Explore the land that lay beyond the Mission San Rafael.
With Don Francisco Castro, Diputado, and a party,
I came upon this Valley, knew it met our standards well.
I felt the gentle breeze to temper golden summer sunshine;
Running streams and sparkling springs to promise ample rain,
Massive stones and mighty trees: oak and ash and elder,
Bespoke the place to build the final link upon the chain
Whose name should be the Mission San Francisco de Solano,
To honor an apostle of the Indies.
Fittingly,
The friendly natives watched us as we made a simple altar
Of wattles, and a cross of bows from off a laurel tree,
And there I celebrated Mass beneath the smiling heavens.
The soldiers' voices joined with mine in joyful hymns of a praise,

(Continued on next page)

COMPLIMENTS

GLEN ELLEN
WINERY

Glen Ellen
California

COMPLIMENTS

F. MANCUSO
WINERY

*In the Heart of*
*The Valley of the Moon*

Makers of Fine Dry Wine from the Finest Type of Mountain-Grown Grapes

Glen Ellen

HANNS J. KORNELL
Producer
"Third Generation"
CHAMPAGNE
Welcomes you to the
Sonoma Vintage Festival
Hanns Kornell Cellars
5TH STREET WEST, SONOMA

COMPLIMENTS
of
Napa Milling
and
Warehouse Co.
Napa and First Street West
Sonoma

PAGEANT SCRIPT (Continued)

While the volleys from their muskets and the Indians' attention
Made wondrous jubilation on this happiest of days.

MALE CHORUS DRESSED AS SOLDIERS SING GREGORIAN CHANT

BACCHUS:

Now let us hark to the voice of the settlers
Flying the flag of Imperial Russia
May I present the Commandant Kuskof,
He who can best tell the tale of their exploits.

KUSKOF:

Russians have ever made profit in furs,
Hunting the sea-otter, native Alaskan,
Keeping a base on the island of Sitka
Off the Aleutians since seventeen-fifty,
Feeding the hunters who lived there by crossing
Thousands of miles of Siberian snow-fields, but
Dog-packs and horses struggled and faltered,
Storms in the Bering Sea thwarted our efforts.
Baron Rosanoff, beloved of Conchita
Arguello, the commandant's beautiful daughter,
Knowing the Sitkans faced famine and terror,
Sickness and cold and probable death,
Knowing a base must be found on the mainland,
Died, ere his mission was won, so that I,
Commandant Kuskof, Russian-born trapper.
Exploring the coast from the Bay to Bodega
Found a plateau at the mouth of a river
Indians ceded the land to me gladly.
Spain will think twice ere attacking our fortress,
Flying the flag of the Romanoff eagle.
Spain, in the person of one of her soldiers,
Came from the Yerba Buena Presidio
Only a month ago, wanting to know what
Czarists like us are plotting at Ross,
Politely I offered him all hospitality,
Showed our stockade and all it contained,
Begged him most earnestly please to believe that
Plots we have none. We wish to be friendly,
Trade with our neighbors, tread lightly on treaties,
Kindly believe us, we wish to remain, the
Lives of our hunters on Sitka at stake.
Then did I show him the fruits of our labors:

(Continued on next page)

**RUSSIAN FOLK DANCE**

**BACCHUS:**

**Now gentle people, bear with me a**
moment while I show
The fate of Mexico whose government
as well we know
Affected us in Alta California. She threw
Aside the yoke of Spain in eighteen-
hundred twenty-two
And raised the flag of Empire—so we
shall do the same.
In eighteen-twenty-four her Congress
chose another name:
**The Mexican Republic!—and now tri-**
color waves
Above her territory, never more Castilian
slaves.
The officer and gentleman whom next
you are to hear,
Vallejo, needs no introduction for his fame
As Commandante of Sonoma—the north
frontier,
Unfurled as did his flags and honored his
illustrious name.

**GENERAL VALLEJO:**

My birthplace was the fort at Monterey:
A native Californian, you say,
And proud I am to claim this gracious
land
As home. I served at Yerba Buena and
Was sent from there to found a pueblo
here
With three-fold purpose: my country's fear
That Russia, firmly fortified at Ross,
Might press her holdings further east
and cross
**Into this Valley. Though she claimed**
that fur
**Was all she sought, the fact remained**
that her
Dependent Sitkans lacked for bread and
meat.
**She needed cattle, grazing land, and**
wheat.
The secularization of the Mission
Completed, Altimira's old ambition
To visit Spain again was realized,
Though many were the natives he baptized
Before he left. An armed presidio
Was needed at this north frontier, and so
In eighteen hundred thirty-five we came,
My lovely wife, Benecia by name,
**And I, to disentangle civil rights**
From churchly, and to help the neophytes
To earn their livings tending flocks and
farms.
Assuredly, this labor held no charms
**For savages who ten short years ago**
**First learned the tryanny of rake and hoe.**
With line and pocket compass I laid out
A charming pueblo lying round about
A central plaza, full eight acres square.

(Continued on next page)

COMPLIMENTS

of

ALLIED GRAPE-GROWERS

**Leo F. Schwartz**

General Building Contractor

FINE HOMES

P. O. Box 115

El Verano, Calif.

**Schaal's Market**

The Modern Country Store

VINEBURG

**Steiner's Tavern**

Sonoma, Calif.

**Verdier's Resort**
El Verano

**L. E. (Bud) Castner**
Real Estate and Insurance
Boyes Hot Springs

**Boyes Springs Food Center**
Boyes Hot Springs

**Sol D. Becker**
Real Estate & Insurance
Boyes Hot Springs
(Frank Greengrass, Mgr.)

**Gallo's Chevron Service Station**
Boyes Hot Springs

**Larson's Liquor and Sporting Goods**
Boyes Hot Springs

**Sonoma Mission Inn**
Boyes Hot Springs

**Parson's Valley Lumber Yard**
Boyes Hot Springs

**Delaney's Richfield Service**
Boyes Hot Springs

**Mendel's Cafe**
Boyes Hot Springs

**Resort Club**
Boyes Hot Springs

**Valley Drugs**
Reliable Prescriptions
Boyes Hot Springs

**El Verano Hardware**
El Verano

**Our Resort**
El Verano

**Paul's Old Ranchero**
Swim and Dine

**Sonoma Mill & Lumber Co.**
Sonoma



MEXICAN HAT DANCE

GEN. VALLEJO (Continued)

A high road running south toward San Rafael
Was wide enough for friend and foe, but well
I learned to gauge their errands, temper, power,
With field-glass from my Casa Grande's tower;
And planted cannon back on Battery Hill,
The plans of any enemies to chill.
My problems with the Indians were few.
I treated them with kindness, fairness, too,
And punished them severely when they strayed
From righteous paths. My soldiers disobeyed
Occasionally meeting them in war
Under my brother, Captain Salvador.
I used them peacefully to farm my land,
Tens of thousand fertile acres, and
The big adobe, Petaluma way,
Was like a factory, busy every day,
With seven tribes I made firm pacts of peace
That raiding ranchos, stealing horses, cease
My friend Solano, stalwart chief, Suisun,
Kept peace within this Valley of the Moon.
What might have been their end, non can decide,
For smallpox raged and seventy thousand died
In eighteen-thirty-eight. But few are left,
Of all their happy heritage, bereft.
And still the Russians tarried on our coast
While Mexico, personified as host
By me, assumed the role reluctantly.
The Russians knew this well and offered me
Fort Ross for sale with promise to depart.
I claimed that we had owned it from the start
As granted land from Spain. They seemed to miss
My logic. Then a certain clever Swiss
Named Captain Sutter bought it. Even though
He felt no loyalty toward Mexico,
And favored France, the immigrants arriving
By mountain pass kept New Helvetia thriving.
In eighteen-forty-one, he failed to pay
In full, but still the Russians sailed away.
Meanwhile still another crisis loomed.
The strength and power of Mexico was doomed
As we of California well knew.
Her day of ruling over us was through.
Americans moved westward eagerly,
Annexing Texas. Powers across the sea:

(Continued on next page)

## PAGEANT SCRIPT (Continued)

France and England, too, cast longing eyes
On us in hopes that they might colonize,
But Presidente' Polk would interfere
If Europeans dared to enter here.
I saw no reason why we should not be
Annexed by the United States. We
Had much to gain and little we could lose,
Though other leaders failed to share my views.
I had no fear of any Gringo tricks
In June of Eighteen Hundred Forty-six.

**MIXED CHORUS . . . SPANISH COSTUMES . . . MARAGUENA**

**BACCHUS:**

Don Marino—General Vallejo
Has told his tale, but I would add a word
Which he in modesty will not, I mention
His management of Indians, averred
To be the best in all of California;
The gracious hospitality he showed
To all who tarried in his hacienda;
The never-failing tenderness bestowed
Upon his dear Benicia and the children.
His wise administration duly won
For him the undisputed crown and title
Of California's favorite native son.
Hearken now to still another tale so steeped in legend
That many are the contradictions any listener hears.
To tell her version of the banner made in old Sonoma,
I present a lady by the name of Mrs. Sears.

**MRS. SEARS:**

We came here only recently. Our home was in Missouri.
My husband is a blacksmith and he likes a change of scene.
We traveled in a wagon train with all our goods and chattels
To settle here. It's very nice, but still I miss the green
Of fields around my father's farm. When we crossed the mountains
And made our slow descent, I found it strange to look upon
These hills so brown and dry in early June, but I am trying
To like them, for I must not disappoint my husband, John.
I never heard at home about this strife in California,
Although I know my husband said the greasers had to go,
Since this was all America, and we, the true Americans,
While Mexicans, he always said, belonged in Mexico.

(Continued on next page)

**Sonoma Paint Center**
Sonoma

**Weller Furniture Co.**
West Napa St., Highway 12

**Fireside Lodge**
Sonoma

**Danieli's Grocery**
El Verano

**Ascherman's Food Market**
Sonoma

**C. Daniels**
Meats & Poultry
Ascherman's Market, Sonoma

**Ed. Peterson**
Plumbing and Heating
Sonoma

Nina and Sal Argento
**Sonoma Furniture Mart**
Sonoma

**Sonoma Valley Laundry**
Sonoma

Compliments of
**Jack Sims**
Sonoma

**Friberg's Drug Store**
Sonoma

**Broadway Market**
4 Corners, Sonoma

**Wedekind's**
Sonoma Sweet Fruit
Quality is our "Buy Word"
Sonoma

**A. & D. Farmer's Market and Orchards**
Sonoma

**Sonoma Valley Bakery**
Sonoma

**Broadway Hardware**
Across from High School Sonoma

**Whitehead Motor Co.**
870 Broadway, Sonoma

**Wm. E. Doud & Co.**
Real Estate
Sonoma

**Mission Hardware Company**
Sonoma

**Eraldi's**
Sonoma

**Homer R. Bosse**
Real Estate - Insurance
Sonoma

**Martinson Electric Co.**
Sonoma

**Sonoma Ice Delivery**
Ice Cold Beer and Soda Delivered
Sonoma

**Vella's Fountain**
Sonoma

**John's Tailor Shop**
Sonoma

**Robert A. Miller**
Insurance Exclusively
Sonoma

**Jourdain's**
Home Handicraft
457 1st St. West, Sonoma

**Vogue Beauty Service**
Phone Sonoma 2906

**Emrys Williams**
Sonoma

**Fred's Saw Shop - Keys**
677 1st St., West, Sonoma

**Anna J. S. Anderson**
Real Estate - Insurance
Sonoma

**F. Nichelini**
Plumbing and Heating
Sonoma

**PAGEANT SCRIPT (Continued)**

But still we could not help but love the whole Vallejo family.
I did not envy them their wealth, nor ever did I mind
Their clothes from Paris, servants, riches. He was commandante
And all the people of the pueblo knew that he was kind.
So surely I was taken by surprise when all those fellows
Came pounding on my door that Sunny Sunday afternoon
To say they'd taken prisoner, the General, his brother,
And secretary; saying that the Valley of the Moon
Was now Republic; General Fremont would stand behind them.
(We later learned he turned his back upon the whole affair,
And General Vallejo kept for many weeks a captive
At Sutter's Fort was worried, ill, humiliated, there.)
The men were dressed in ragged leather hunting shirts, all greasy,
And it was plain to see that they had had too much to drink
Of General Vallejo's store of rare old wine and brandy.
They said they wanted cloth to make a flag. I tried to think
What I should do; then offered them a piece of unbleached muslin
From off a bolt I'd brought from home. It suited them just fine,
But still they needed red, they said, to make a stripe of color,
And Dirty Mathews grabbed a petticoat from off the line
Where Chepa (she's his Spanish wife), had hung her wash that morning.
They sewed the stripe of petticoat with clumsy saddle stitches
Along the bottom edge. Then Peter Storm produced some point.
They squabbled quite a lot about the kind of flag they wanted,
And fin'ly chose a star like Texas. No one made complaint
About a grizzly bear for all the men had tried to hunt them
And knew how full of fight they are, how hard to kill, and big.
William Todd (they say that he is Mrs. Lincoln's nephew.)
Painted it and some there were who thought it was a pig!
They inked some crooked letters:
California Republic,
Across the bottom, so the flag was finished, and their own
Invention—the Bear Flag—flew above the plaza

(Continued on next page)

Where so long the flag of proud old
Mexico had flown.
I was born a Yankee, as my father was
before me.
I tried to join my husband in the shouting
and the cheers,
But thinking of the General who trusted
Us Americans,
My voice was choked with sadness and
my eyes were filled with tears.

EARLY CALIFORNIA DANCE

BACCHUS:
The lovely lady whom you next will hear
Was still a child when gringoes came
to take
Her father prisoner—and young Revere
Raised the stars and stripes aloft to make
The seventh flag to fily above this land.
Her name is Epifania and all
Her girlhood days were spent at Casa
Grande
As eldest daughter of the General.

EPIFANIA FRISBIE—1865

When Father was returned, it was indeed
A happy life. The house was full of guests
And fun and music. Father took the lead
In welcoming Americans. Bequests
Of land were made to all who claimed
a need.

In eighteen forty-seven, a regiment
Of volunteers—New Yorkers, all,
Headquartered at the Barracks. Father sent
Word that officers might come to call
At Casa Grande. Mother made them feel
At home. Dinners, picnics, amateur
Theatricals, and dances made appeal
To senoritas who could feel the stir
Of heartstrings. I was very young,
but soon
Became aware that I was not immune
To Cupid's darts, that some day I
would be
The wife of Captain Frisbie, Albany,
a lawyer.
Then the sudden cry of gold
Rang out from Sutter's millrace. Young
and old
Foresook their farms and left their ships
to rust,
Bewitched by lurid dreams of precious dust
The poor grew rich as fast as rich
grew poor,
As eager searchers, following the lure,
Poured into California; and late
In Eighteen-fifty, she became a state.
In eighteen-fifty, also, Father built
A house named for the springs that
trickled down
The mountains face like tears, a place
to live

(Continued on next page)

Harold F. Cotton
Real Estate
Sonoma

Compliments of
Chelso's
Sonoma

Gibby's Delicatessen
171 West Napa, Sonoma

Orsoe Feed & Milling Co.
159 West Napa, Sonoma

B. Mori - Liquor
Sporting Goods - Italian Groceries
Sonoma

Plaza Books and Stationery
35 West Napa St., Sonoma

Plaza Market
Sonoma

Lundahl's Variety-Needleart
15 W. Napa St., Sonoma

Simmons' Drug Store
Sonoma

Tots "n" Teens
120 W. Napa St.
Sonoma

Valente's Pharmacy
Sonoma

Sprouse-Reitz, Inc.
Sonoma

Sonoma Coffee Shop
"Biggest Little Cafe in Sonoma"

Smalley's Chevron Service
Sonoma

Mission Radio, TV
9 East Napa St., Sonoma

Grace's Beauty Shop
Sonoma

Mode O'Day
Sonoma

Townsend's
Sonoma

**G. H. Hotz Dept. Store**
Sonoma

**Bertain's Napa Laundry and Dry Cleaners**
101 E. Napa St., Sonoma

**Frank LaHaye Metal Works**
140 East Napa St., Sonoma

**Barr's Friendly Shoes**
126 E. Napa St., Sonoma

**Jim's Barber Shop**
Sonoma

**J. Martini Cabinet Works**
Sonoma

**Sonoma Valley Cheese Factory and Frozen Storage**
Sonoma

**Hammond Lumber Company**
Sonoma and Boyes Springs

**The Town Shop**
Ella Dornbush

**Around the Corner**
Gift and Gourmet Shop

**California Pacific Plywoods, Inc.**
Sonoma

**Union Oil Service**
Sonoma

**Lee's Signal Service**
Sonoma

**Larbre**
Well Driller & Machine Equipment
El Verano

**Lois' Dress Shop**
Sonoma

**Sonoma Plumbing and Heating Co.**
115 East Napa St., Sonoma

**Pioneer French Bakery**
Sonoma



In quiet peace and savor his renown.
One April morning, eighteen-fifty-one,
We gathered at the Mission and the sun
Shone down upon a very happy bride,
Not yet sixteen, At Captain Frisbie's side
I stood. The priest pronounced us man and wife.
I promised glady then to share his life
As I have done throughout the fleeting years
Whose days have brought their share of joy and tears.
The family annals fill the Bible's pages
Recording births and deaths, the childrens' ages,
And marriages. Adelaya, my
Sister married Levi Frisbie, I
Was glad when two more sisters married brothers,
The sons of Hungary's Count Agoston
Haraszthy who imported Zinfandels
And grafted vines to urge the vintners on
To higher standards for our Valley's aim.
Father's wines, from tended vineyards, all
Won prizes, but at last unhonored claims
And dogged squatters cost his vast Soscol
and Petaluma ranches. Then the shot
At Sumter fired the bitter Civil War,
A spacious continent removed, but not
Without important lessons, for
The word the martyred Lincoln spoke to friend
And foe—a rallying call—
Should be our cherished doctrine to the end:
"Malice toward none and charity for all."

**MIXED CHORUS . . . BATTLE HYMN OF THE REPUBLIC**

**BACCHUS:**

Good friends, our play is over and the history is told
Of seven flags that flew above this land in days of old.
Our magic carpet of enchantment sets us down once more
At Vintage Festival, Sonoma, nineteen-fifty-four.
We gaze in wonderment upon this busy city square,
At speeding cars that travel on the old broad thoroughfare.
At lighted windows bordering the Plaza with displays
Of cherished treasures dating back to other long-gone days;
And gratefully acknowledge the never-failing boon
That every flag has given to this Valley of the Moon.
To you our visitors we say goodnight, good luck, good cheer,
And add the fervent hope that we may see you all next year.

# *Thanksgiving*

Once again the people of our Valley celebrate their Vintage Festival. Once again, as through the ages, the Grape has been used as a symbol of our life's abundance. Bread is the Staff of Life, our body's sustenance. Bread-and-Water are termed the bare necessities of existence. Bread-and-Wine, however, symbolize the Fuller Life, the life of the Spirit—the ability only man, of all the animals, has been given that enables him to understand, appreciate and utilize the marvels of Creation. And to give thanks for them.

The Grape—Wine—has been a sacred symbol from pagan times—sealer of bonds, binder of oaths, pledge of king and peasant alike as solemn as his word. It knows no boundaries of time, place, custom or position. In its unique universality it is at once a Holy Sacrament and Everyman's reward for a day's labor well done.

To us in Sonoma today, the Grape is the symbol of our thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot of all the Earth . . ."

It is the symbol of our thankfulness for our predecessors, the Laborers in the Vineyard, who recognized over a hundred years ago the wonderful possibilities of this Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footseps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

BOARD OF DIRECTORS
Valley of the Moon
Vintage Festival Association

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# Samuele Sebastiani

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